

B **BLACK**
W **WOMEN**
O **ORGANIZED**
FOR ACTION

MAILING ADDRESS: P. O. BOX 15072
SAN FRANCISCO, CALIFORNIA 94115

July 3, 1973

TO: General Mills Boycott Committee:

Valerie Coleman
Patsy Fulcher
Aileen Hernandez
Alma Jackson
Frankie Jacobs
Catherine Marshall

FROM: Eleanor *Spikes*

SUGGESTED FORMAT - GENERAL MILLS BOYCOTT

1. Date and Time
Saturday, July 21, 1973 10:00 a.m. to 2:00 p.m.
2. Supermarkets
Lucky's - Eddy and Laguna Streets
Mayfair - Geary and Webster Streets
Safeway - Duboce and Market Streets
3. Number of People needed
24 (2 shifts of 2 hours each at each store - 4 people on each shift)

The Suzy Baker leaflet will be distributed. No signs will be carried, but perhaps signs can be put on a car in front of the market (e.g. "Betty Crocker Is a Dirty Old White Man") There will be a spokes-person designated for each shift at each location (just in case we get the press out). I shall duplicate the statistical information and background paper on the boycott for the volunteers and give them out at the July 11 meeting.

NOTE: Marceline Donaldson will be arriving July 11, 1973 and will attend the BWOA meeting.

We shall be trying to get her on the following shows to publicize the boycott:

A.M. (Channel 7)	On the Spot (Channel 7)
Bay Scene (Channel 7)	
Bentley Affair (Channel 5)	
Noon News (Channel 5)	
On the Square (Channel 2)	

We need someone from the committee to help set these up -- please call me 668-6968 (h) or 771-8490 (o)